# The Computing Tutor

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# Unit 3 Assignment 2 Learning Aim B Student Guide DISTINCTION

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# Learning Aim B: Develop a Plan to Use Social Media in Business

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# B.P3, B.P4, B.M2, BC.D2, BC.D3 Evidence

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# B.P3 The Business

Explain:

- The name of the business
- What the business is
- What the business does

For which you are going to create a social media site for. It can be a real business with a real client or one invented for the purpose of your Assignment – but you **NEED A CLIENT**

| Resources and Information | Textbook page 182 |
|---|---|
| Have I done This? | |
| Am I confident on This? | |

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# B.P3 Set Requirements and Benefits

| Requirement | Benefit |
| --- | --- |
| E.g. create twitter account | e.g. Will allow the company to post on twitter |
| | |

| | |
| --- | --- |
| Resources and Information | Textbook page 195 |
| Have I done This? | |
| Am I confident on This? | |

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# B.P3 Establish Timescales and Responsibilities

| Day | Task | Completed By | Responsible |
|---|---|---|---|
| e.g. 1 | E.g. create twitter account | e.g. 17th March | e.g. © TheComputingTutor |
| | | | |

| Resources and Information | Textbook page 197 |
|---|---|
| Have I done This? | |
| Am I confident on This? | |

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# BC.D3 Demonstrate Personal Quality

Here you need to write evidence showing how this section demonstrates one of more of the following personal skills:

**Individual responsibility**

Creativity

**Effective self management**

| Resources and Information | The qualities suggested are: INDIVIDUAL RESPONSIBILITY and EFFECTIVE SELF MANAGEMENT |
|---|---|
| Have I done This? | |
| Am I confident on This? | |

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# B.P3 Identify Social Media Site

| Social Media Site | Site Profile | Site Requirements | Selected? |
|---|---|---|---|
| E.g. Instagram | e.g. Aimed at a younger, mobile friendly audience | e.g. Aimed at older users | e.g. NO |
| e.g. Facebook | | | |
| e.g. twitter | | | |

| | |
|---|---|
| Resources and Information | Textbook page 196, include at least 5 relevant social media sites |
| Have I done This? | |
| Am I confident on This? | |

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# B.P3 Identify Social Media Targets

| Social Media Targets |
| --- |
| E.g. 20 followers by month 1 |
| |

| | |
| --- | --- |
| Resources and Information | Textbook page 196, make sure targets are S.M.A.R.T., have about 6 targets |
| Have I done This? | |
| Am I confident on This? | |

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# B.P3 Identify Success Criteria

| Task | Success Criteria |
| --- | --- |
| e.g. 20 site followers by month 1 | e.g. 15 or more followers were achieved, this is considered a success |
| | |

| | |
| --- | --- |
| Resources and Information | Textbook page 196 |
| Have I done This? | |
| Am I confident on This? | |

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# B.P3 Identify Target Audience

| Target Audience Property | Description |
|---|---|
| Age | |
| Gender | |
| Interests | |
| Income | |
| Any other… | |

| | |
|---|---|
| Resources and Information | Textbook page 197 - 198 |
| Have I done This? | |
| Am I confident on This? | |

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# B.M2 Justify Business Requirements

You will need to justify how these planning decision will fulfil **its purpose and the business requirements.**

This is all about the business

This is not about whether the social media plan or the content is any good

Does the decisions you have come up with help the business?

You need to use keywords such as ‘because’ and ‘therefore’

| Resources and Information | Textbook pages 194 - 197 |
|---|---|
| Have I done This? | |
| Am I confident on This? | |

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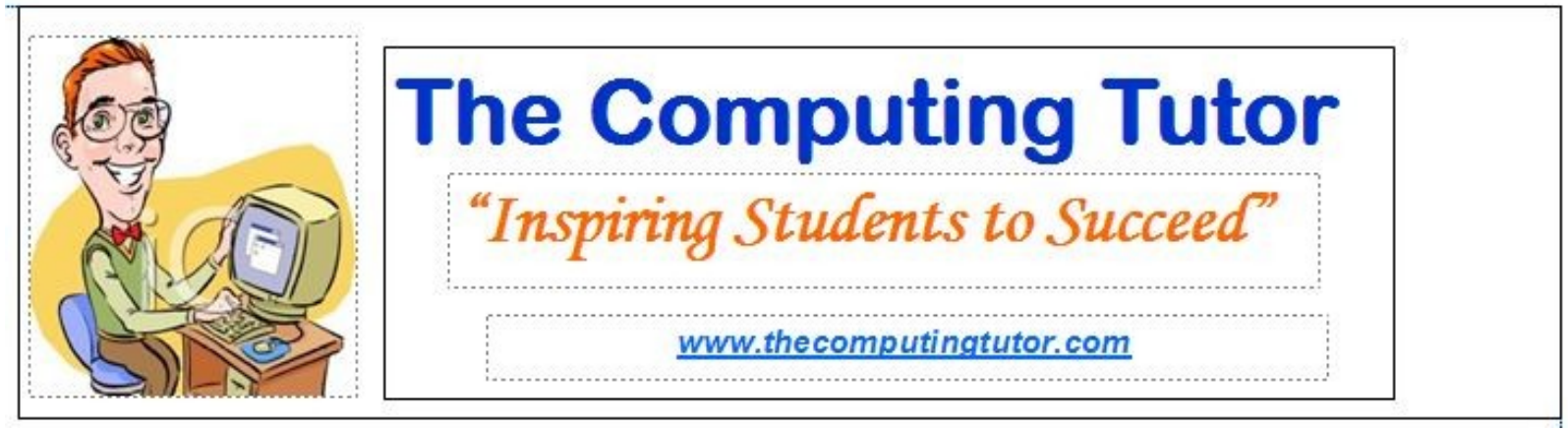


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